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**PATENT**  
**Docket No. 10551/535**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

APPLICANTS : Ronald D. BLUM et al.

SERIAL NO. : 10/759,167

FILED : 20 January 2004

FOR : INTERACTIVE AND DYNAMIC FLOOR  
ADVERTISING/MESSAGING DISPLAY

GROUP ART UNIT : 2674 **Conf. No. 6633**

COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT  
UNDER 37 C.F.R. § 1.97 & § 1.98**

S I R:

In conformance with Applicants' duty of disclosure under 37 C.F.R. § 1.56 and § 1.97(b)(3), the references listed on the attached form PTO-1449 are hereby brought to the Examiner's attention.

In compliance with 37 C.F.R. § 1.98, copies of the references are submitted herewith.

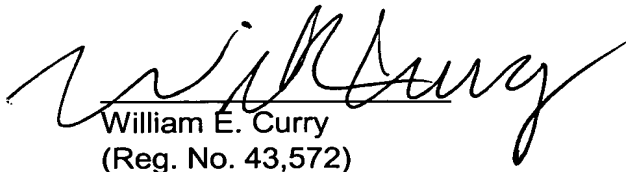
**Statement of Relevancy**

The references were cited in the International Search Report issued by the European Patent Office in the corresponding PCT/US2004/001155. Copies of the Search Report and Written Opinion are enclosed.

It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear in the "references cited" on any patent to issue therefrom.

Respectfully submitted,

Date: 19 August 2004

  
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**FORM PTO-1449**  
**INFORMATION DISCLOSURE**  
**STATEMENT BY APPLICANT(S)**



Atty Docket No. : 10551/535  
 Serial No. : 10/759,167  
 Inventors : Ronald D. BLUM et al.  
 Filed : 20 January 2004  
 Group Art Unit : 2674  
 Examiner :

**U.S. PATENT DOCUMENTS**

Examiner Initial	Patent Number	Patent Date	Name	Class/ Subclass	Filing Date
	4,720,789	01/19/88	HECTOR, et al.	364,410	
	4,853,678	08/01/89	BISHOP, Jr., et al.	340/573	

**FOREIGN PATENT DOCUMENTS**

Examiner Initial	Document Number	Date	Country	Class/ Subclass	Translation Yes No
	WO 02/065451	08/22/02	WIPO		N/A
	WO 02/11110	02/07/02	WIPO		N/A
	40 06 781	09/05/91	EPO		X

**OTHER DOCUMENTS**

(Including Author, Title, Date, Pertinent Pages, Etc.)

Examiner  
Initial

The PTO did not receive the following  
 listed items(s) FOR S

EXAMINER

DATE CONSIDERED

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.